

IMPAIRED DRIVING EDUCATION, COMMUNICATION AND OUTREACH

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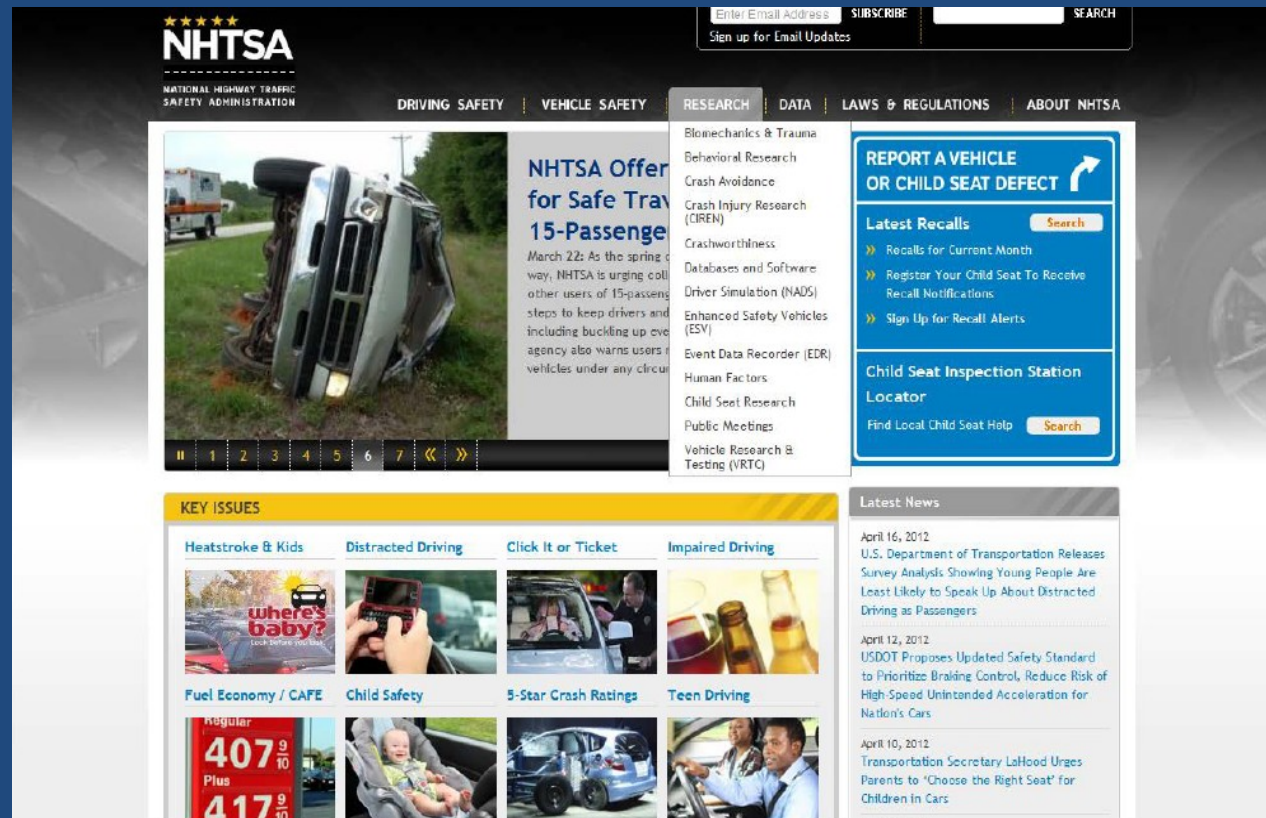
Director, Office of Impaired Driving and Occupant Protection

NHTSA



Education

- Research and case studies
- Program and resource guides
- Toolkits
- Websites





NATIONAL HIGHWAY TRAFFIC
SAFETY ADMINISTRATION

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DRIVING SAFETY

VEHICLE SAFETY

RESEARCH

DATA

LAWS & REGULATIONS

ABOUT NHTSA



NHTSA Offers for Safe Travel 15-Passenger

March 22: As the spring driving season begins, NHTSA is urging all other users of 15-passenger vehicles to take additional steps to keep drivers and passengers safe, including buckling up every time. The agency also warns users not to drink and drive vehicles under any circumstances.

Biomechanics & Trauma
Behavioral Research
Crash Avoidance
Crash Injury Research (CIREN)
Crashworthiness
Databases and Software
Driver Simulation (NADS)
Enhanced Safety Vehicles (ESV)
Event Data Recorder (EDR)
Human Factors
Child Seat Research
Public Meetings
Vehicle Research & Testing (VRTC)

REPORT A VEHICLE OR CHILD SEAT DEFECT

Latest Recalls

Search

- » Recalls for Current Month
- » Register Your Child Seat To Receive Recall Notifications
- » Sign Up for Recall Alerts

Child Seat Inspection Station Locator

Find Local Child Seat Help

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KEY ISSUES

Heatstroke & Kids



Distracted Driving



Click It or Ticket



Impaired Driving



Fuel Economy / CAFE



Child Safety



5-Star Crash Ratings



Teen Driving



Latest News

April 16, 2012

U.S. Department of Transportation Releases Survey Analysis Showing Young People Are Least Likely to Speak Up About Distracted Driving as Passengers

April 12, 2012

USDOT Proposes Updated Safety Standard to Prioritize Braking Control, Reduce Risk of High-Speed Unintended Acceleration for Nation's Cars

April 10, 2012

Transportation Secretary LaHood Urges Parents to 'Choose the Right Seat' for Children in Cars

Impaired Driving



April 2012
Alcohol Awareness Month

Did you know?

- Impaired driving is often a symptom of a larger problem: alcohol misuse and abuse.
- Alcohol-impaired motor vehicle crashes cost more than an estimated \$37 billion annually.
- In 2010, more than 10,000 people died in alcohol-impaired driving crashes – one every 31 minutes.
- [Read More \(Talking Points\)](#)

youth and young adults

- [A social norms strategy to reduce impaired driving among 18-24-year-olds](#)
- [Community How-to Guide on Underage Drinking Prevention](#)
- [Spread Out & Make NHTS Project Planets](#)

[View All](#)

Enforcement

- [A Guide for Local Impaired-Driving Task Forces](#)
- [Source Investigations: A Tool for Combating Impaired Driving](#)
- [No Refusal Weekend Toolkit](#)

[View All](#)

Useful Information

- National Checkdown
- sobering checkpoints
- Impaired Driving and Microbrews
- Screening & Brief Intervention
- Criminal Justice System & DWI
- Order Drivers
- "Drive Eyes" Reporting Model
- Intoxication Inference
- Resource guides
- Research studies
- Additional studies and reports

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Do not forget that ...

**buzzed
drunk**
driving is
driving

Drive Sober or Get Pulled Over



Additional Information

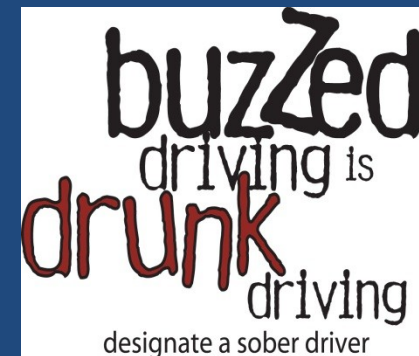
- [Campaign Headquarters](#)
- [News and Notes from New Mexico](#)
- [National Roadside Survey of Alcohol and Drug Use by Drivers \(2007\)](#)
- [Standardized Field Sobriety Testing \(SFST\) Training Video](#)
- [Safe Lanes on Campus: A Guide for Preventing Impaired Driving and Underage Drinking](#)
- [NHTSA Judicial Outreach Meeting](#)

Outreach

- HVE
 - Publicity
 - Visible Enforcement
- Partnerships
 - State Highway Safety Offices
 - Law enforcement
 - Prosecutors
 - Judges
 - Federal agencies
 - Advocacy groups and associations
 - Employer based efforts
- Other Marketing Vehicles
 - LELs/JOLs/TSRPs

Communications

- National Impaired Driving Campaigns
 - Drive Sober or Get Pulled Over (HVE)
 - Buzzed Driving is Drunk Driving (Social Norming)
 - Campaign Planners
- Recurring State Activities



Key Issue in Education and Outreach

- How do we keep impaired driving a viable public issue?